



Service Opportunity Analysis

Precautionary Principle

Return to Vendor

Lease, Rent and Share Equipment

Reduce Packaging

Reusable Shipping Containers

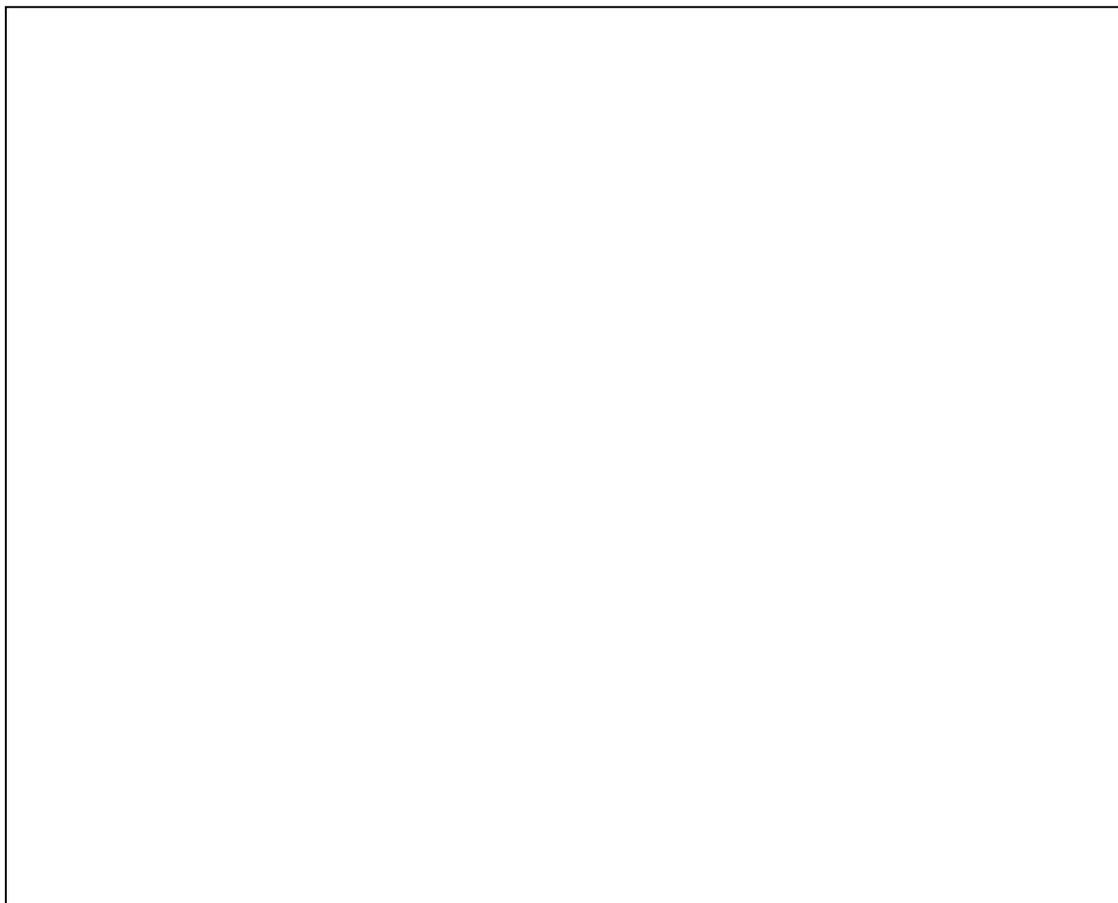
Buy Recyclable, Recycled and
Compostable Items

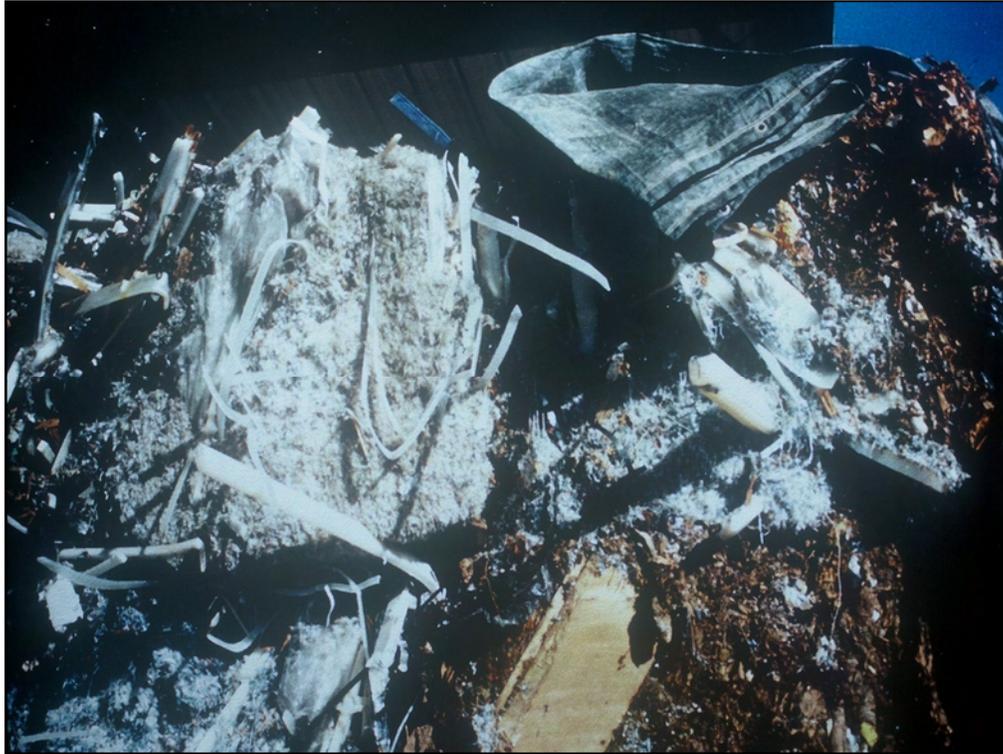
Buy Remanufactured Equipment

Purchase Durables

Buy Less Toxic Products

A New Way Of Thinking?





100 million pounds toothbrushes







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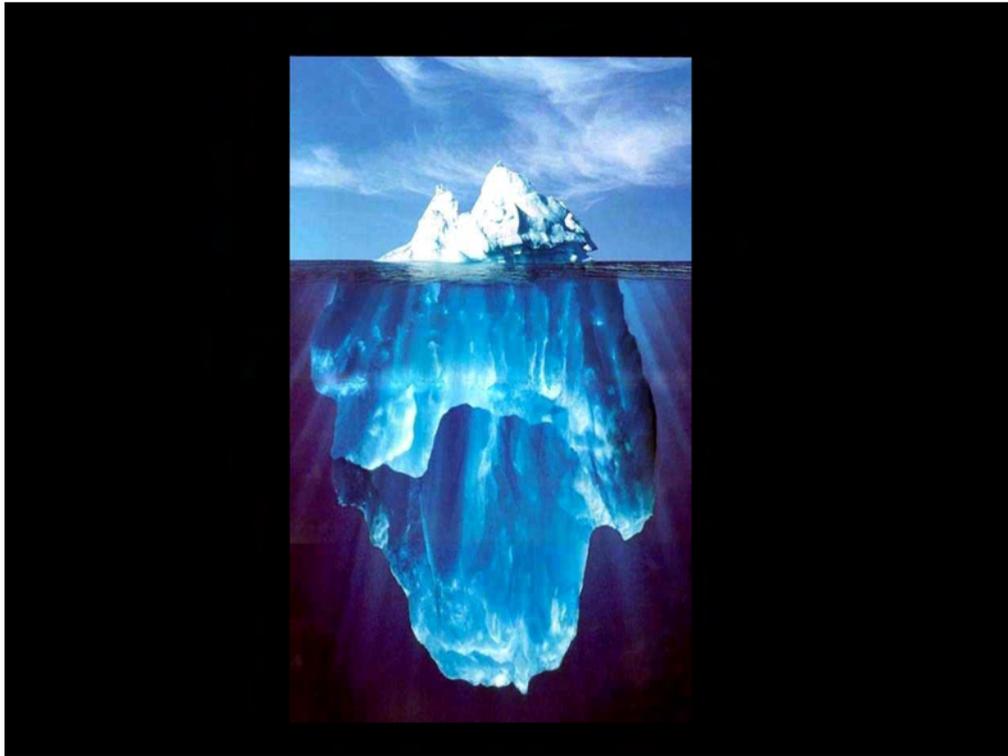
Buy Less Toxic Products

A New Way Of Thinking!

Concepts from “Cradle to Cradle”, McDonough, Braungart.



Permission given only to Mark Lichtenstein for use of this photo by Greenpeace.



**“The World will not evolve past
its current state of crisis by
using the same thinking that
created the situation.”**

Albert Einstein



Sustainable Materials Management



Sustainable Materials Economy

Minimize waste generation

Advance product and packaging
stewardship

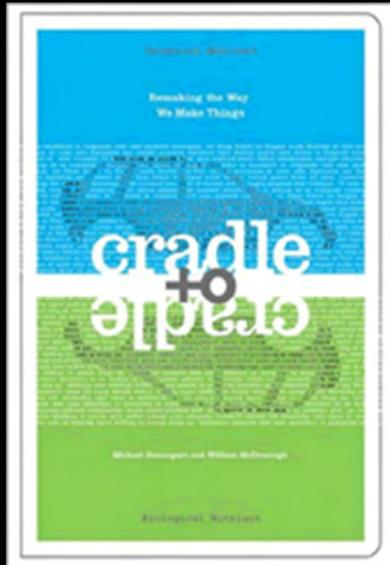
Maximize reuse, organics recovery,
composting and recycling

Make decisions based on “life-cycle”
analysis of materials

Create green jobs

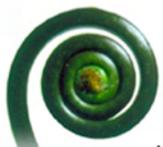
Re-emphasize importance of
comprehensive local materials
management

Minimize need for residual waste



CREATING THE NEXT INDUSTRIAL REVOLUTION

Natural Capitalism



Most businesses still operate according to a **world view** that hasn't changed since the start of the Industrial Revolution.

Then, natural resources were abundant and labor was the limiting factor of production. But now, there's a surplus of people, while **natural capital**—natural resources and the ecological systems that provide vital life-support services—is in decline and relatively expensive.

The **next Industrial Revolution**, like the first one, will be a response to changing patterns of scarcity. It will create upheaval, but more importantly, it will create **opportunities**. Business must adjust to these new realities.

Innovative companies are already doing just that. They're profiting and gaining decisive competitive advantage—and their leaders and employees are feeling better about what they do, too. They're in the vanguard of a new business model: **natural capitalism**.

PAUL HAWKEN | AMORY LOVINS | L. HUNTER LOVINS

The Goal of “Zero”

Eliminate the Concept of Waste

Zero Waste, zero emissions, zero
“ecological footprint”--less bad,
accepts things status quo “be less
bad approach”

Key: don't make human industries
and systems smaller, bigger/better
to replenish restore, nourish

**Concepts from “Cradle to
Cradle”, McDonough, Braungart.**

Change Attitudes & Spread Truth

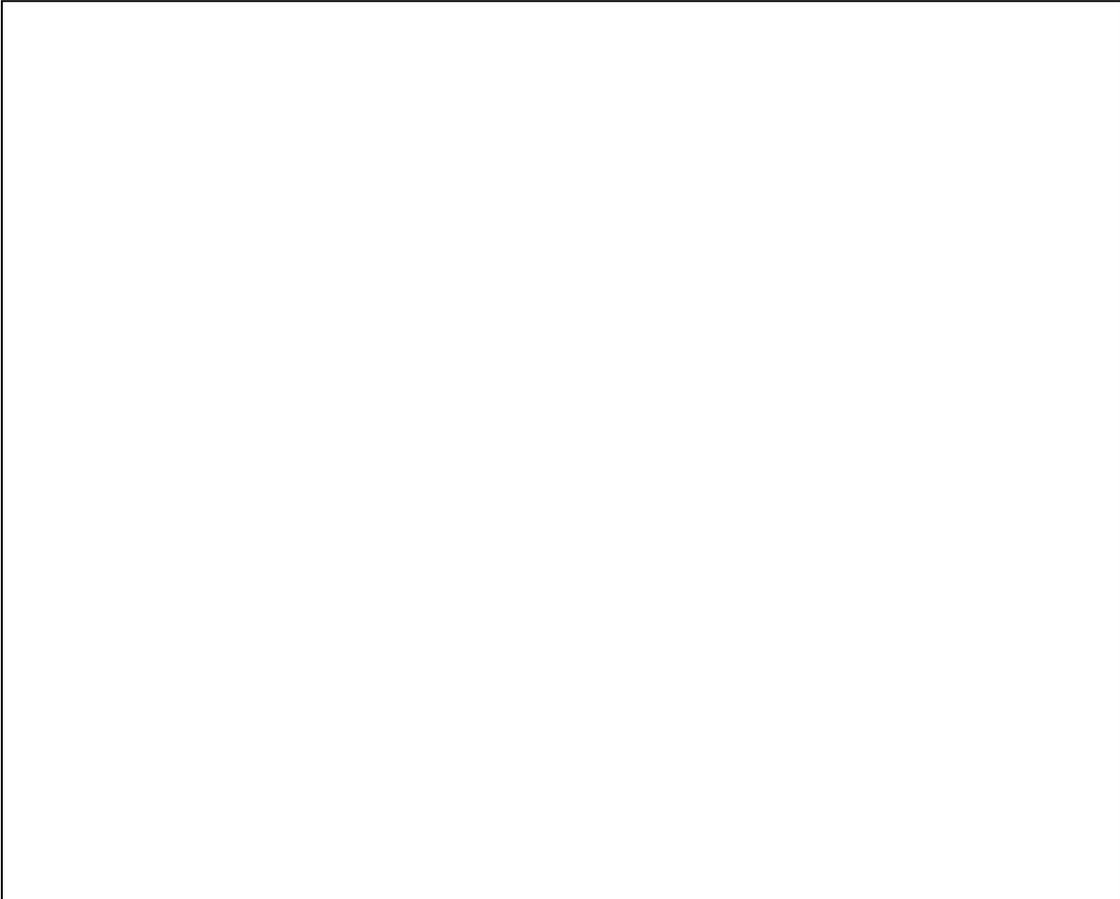


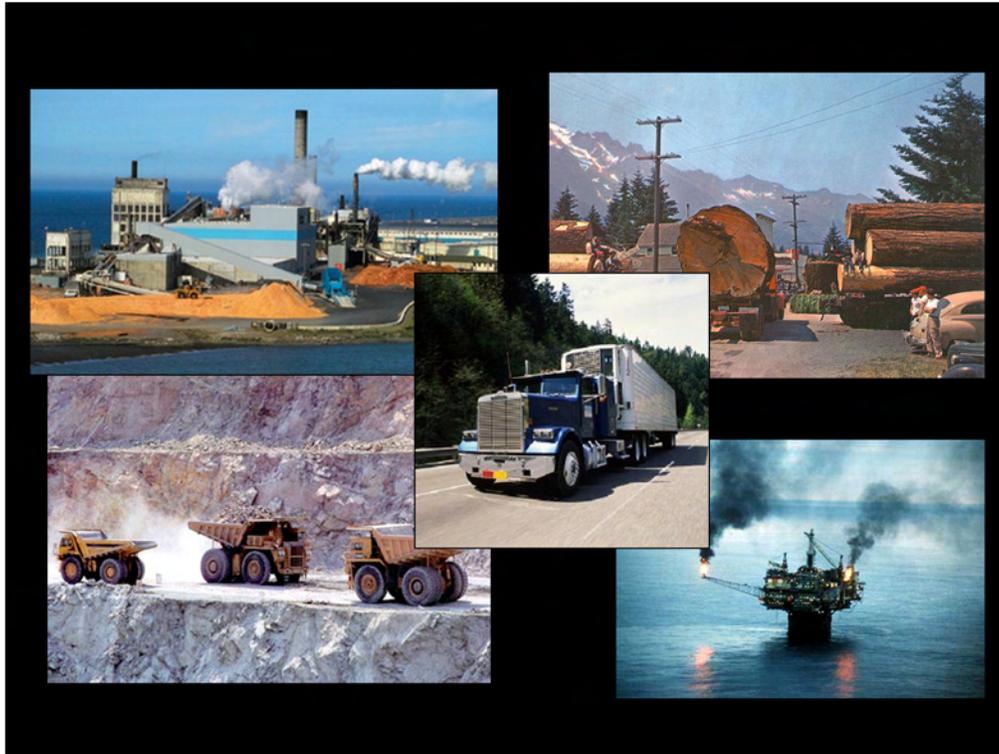






Look Upstream





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Eliminate Bad Stuff

- Reducing Waste Saves
- Reducing Waste is the “Right Thing To Do”
- Beyond Compliance

Trash service is expensive

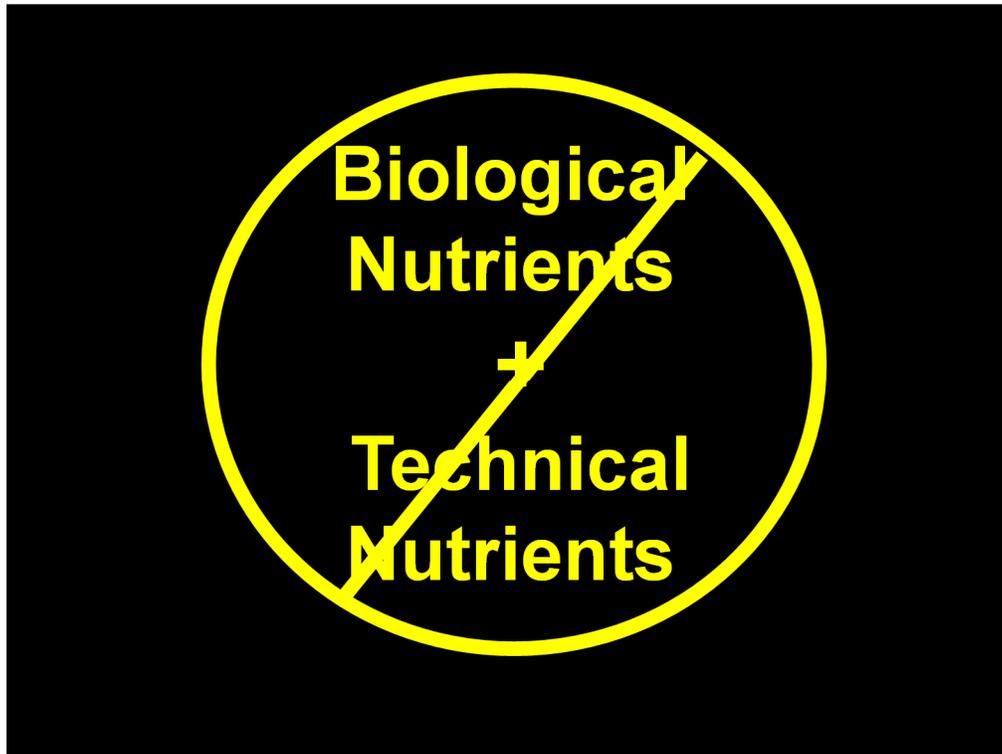
Trash takes up valuable real estate

Wasted resources can be a commodity



Design Good Stuff





For these two metabolisms to remain healthy, great care must be taken to avoid cross-contamination.

Things going into biological metabolism should not contain mutagens, carcinogens, heavy metals, endocrine disrupters, persistent toxic substances, or bio-accumulative substances.

**Concepts from “Cradle to Cradle”,
McDonough, Braungart.**

Make The Business Case

- Reducing Waste Saves
- Reducing Waste is the “Right Thing To Do”
- Beyond Compliance

Trash service is expensive

Trash takes up valuable real estate

Wasted resources can be a commodity

Use Purchasing Power

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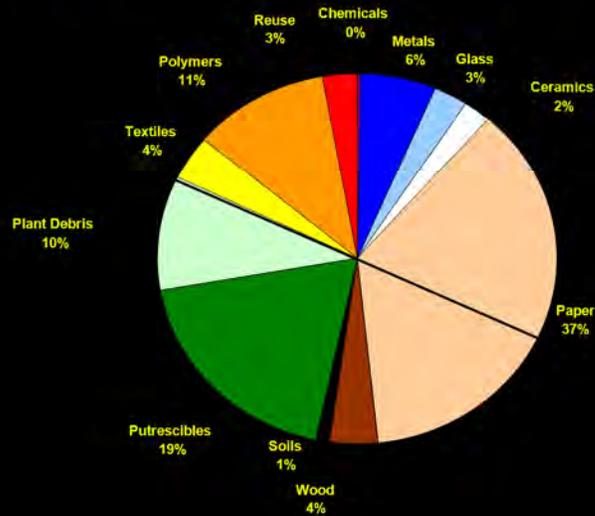
Generic Types of Generation

1. Warehousing & Distribution
2. Offices
3. Food Services
4. Grounds
5. Construction
6. Manufacturing, etc.
7. Vehicular Maintenance
Maintenance
8. Retail
9. Housing & Hospitality

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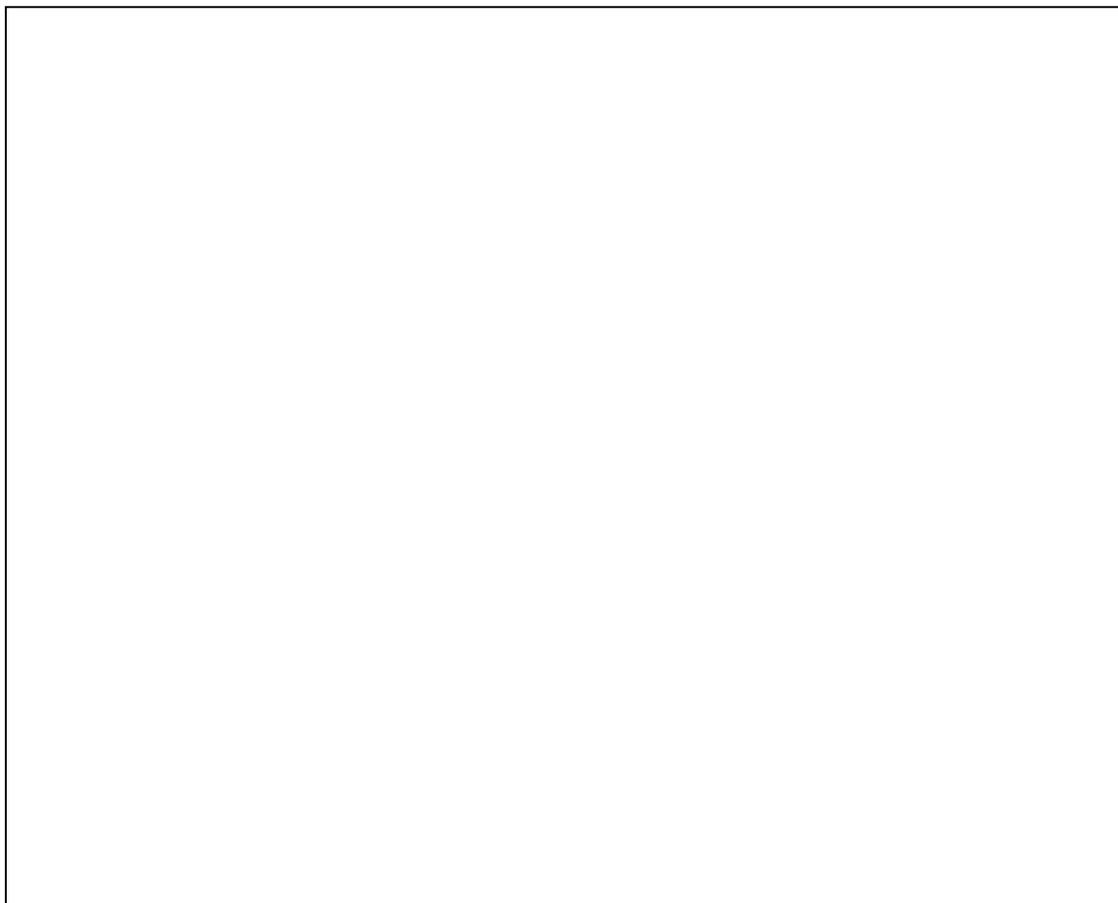
Define Highest and Best Use

Discards Sorted into the 12 Market Categories



Understand Impacts Throughout The Supply Chain







A New Way Of Thinking?

